

ABSTRACT

A system, apparatus, and method for local insertion of analog or digital material into a television broadcast signal. A central insertion control unit controls the insertion of additional material while a remote insertion control unit locally controls the insertion of the additional material. The central insertion control unit contains a processor, storage media, and an encoder for encoding control and information signals into a broadcast signal. The control signal contains a cue signal for information about play lists, and an action signal for triggering insertion of the additional material. The control signal is encoded into a line of the vertical blanking interval.

Once the control is detected by the remote insertion control unit the additional material is played and broadcast.